

IN THE CLAIMS

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1. (Original) A method for providing mediated services to a client device having a predetermined communication protocol and a predetermined display format comprising:
 - (a) receiving a request for a web page from the client device;
 - (b) sending the request to a merchant web site;
 - (c) receiving the requested information from the merchant web site;
 - (d) transforming the information into the predetermined communication protocol and predetermined display format that is suitable for the client device; and
 - (e) sending the transformed information to the client device.
 2. (Original) The method of claim 1 further comprising:
 - (f) providing at least one mediated electronic commerce service for a merchant.
 3. (Original) The method of claim 2 wherein the step of providing at least one electronic commerce service for the merchant includes one of shopping cart services, billing services, shipping services, and payment services.
 4. (Original) The method of claim 1 wherein the step of transforming the information into the predetermined communication protocol and predetermined display format that is suitable for the client device includes:
 - transforming the information into one of an HTTP communication protocol and WAP communication protocol.

5. (Original) The method of claim 1 wherein the step of transforming the information into the predetermined communication protocol and predetermined display format that is suitable for the client device includes:

transforming the information into one of a HTML display format and VML display format.

6. (Original) The method of claim 1 wherein the step of receiving the requested information from the merchant web site includes:

receiving information in one of a proprietary format, a mark-up language format, an XML format, and other format designed for exchanging information.

7. (Original) The method of claim 1 further comprising:

(f) providing mediated shopping services; wherein the step of providing mediated shopping services includes

the client device sending a request to add or delete items from a shopping cart; and

receiving the add or delete requests, and responsive thereto for updating a shopping cart record.

8. (Original) The method of claim 1 further comprising:

(f) providing mediated payment services; wherein the step of providing mediated payment services includes

the client sending a purchase request to purchase one or more items in a shopping cart;

receiving the purchase request; and
responsive to the purchase request for updating a shopping cart record to
reflect the purchase.

9. (Original) The method of claim 8 wherein the step of providing mediated payment services
further includes

a client providing payment information to a mediator;
the mediator debiting a client's account; and
the mediator handling payment to a merchant;
wherein the account information of the client is not provided to the merchant.

10. (Original) The method of claim 1 further comprising:

(f) providing mediated shipping services; wherein the step of providing mediated
shipping services includes

the client sending delivery information to a mediator;
the mediator directly providing the delivery information to a shipping
company and arranging for the shipping company to pick-up the merchandise from
the merchant;
wherein the client delivery information is not provided to the merchant.

11. (Original) A system comprising:

(a) a merchant that sells one or more products, the merchant providing information in
a predetermined format concerning at least one product; and

(b) a mediator configured to communicate with the merchant for receiving the product information in the predetermined format and for transforming the product information into a plurality of communication protocols and display formats so that devices having different communication protocols and display formats can process the product information.

12. (Original) The system of claim 11 further comprising:

a first electronic commerce service provider for providing an electronic commerce service to the merchant.

13. (Original) The system of claim 11 wherein the first electronic commerce service provider is one of a shopping cart service provider, a billing service provider, a payment service provider, a shipping service provider, and a content adaptation service provider.

14. (Original) The system of claim 11 wherein the mediator includes

a content adaptation mechanism for automatically transforming the information into one of an HTTP communication protocol and WAP communication protocol.

15. (Original) The system of claim 11 wherein the mediator includes

a content adaptation mechanism for automatically transforming the information into one of a HTML display format and VML display format.

16. (Original) The system of claim 11 wherein the mediator receives the product information in one of a proprietary format, a mark-up language format, an XML format, and any other format designed for exchanging information.

17. (Original) The system of claim 11 wherein the mediator further comprises:

a mediated shopping service provider for receiving add or delete requests from a client, and responsive thereto for updating a shopping cart record.

18. (Original) The system of claim 11 wherein the mediator further comprises:

a mediated payment service provider for receiving a purchase request from a client, and responsive to the purchase request for updating a shopping cart record to reflect the purchase.

19. (Original) The system of claim 18 wherein the mediated payment service provider receives payment information from the client, and responsive thereto, arranges for payment of the merchandise with the merchant without disclosing client payment information to the merchant.

20. (Original) The system of claim 11 wherein the mediator further comprises:

a mediated shipping service provider for receiving delivery information from a client, and responsive thereto for directly providing the delivery information to a shipping company, thereby arranging for delivery of the merchandise from the merchant to the client without disclosing client delivery information to the merchant.

21. (New) The method of claim 1, wherein the step of receiving a request for a web page comprises receiving a request for a web page from the client device, wherein the request includes a request for product information from the merchant web site.

22. (New) The method of claim 1, wherein a virtual identifier of the merchant web site is determined by passively interrogating a source, the source being operable to transmit or broadcast the virtual identifier to a client device in a predetermined range.

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23. (New) The method of claim 1, wherein a virtual identifier of the merchant web site is determined by scanning readable code.

24. (New) The system of claim 11, wherein the mediator is further configured to receive a request for the product information from a client device and transmit the request to a website for the merchant.

25. (New) The system of claim 24, wherein a virtual identifier of a product associated with the product information is provided by actively or passively interrogating a source within a predetermined range of the client device.

26. (New) An apparatus connected to at least one client device and at least one merchant web site, the apparatus comprising:

means for receiving a request for product information from a client device;

means for sending the request to a merchant web site providing the product information;

A2) means for receiving the requested product information from the merchant web site;
means for transforming the product information into a predetermined communication
protocol and predetermined display format that is suitable for the client device; and
means for sending the transformed information to the client device.

27. (New) The apparatus of claim 26 comprising:

means for providing at least one mediated electronic commerce service for a
merchant.
